



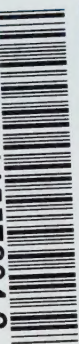
Government of Canada  
Fitness and Amateur Sport

Gouvernement du Canada  
Condition physique et Sport amateur

CAI  
HW 82  
- 80572

# Summary of the Employee Fitness Project Report, 1978

3 1761 11557204 2





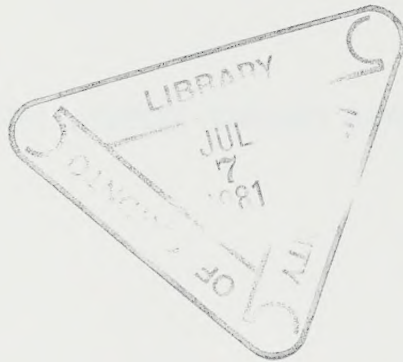
Digitized by the Internet Archive  
in 2022 with funding from  
University of Toronto

<https://archive.org/details/31761115572042>

CAI  
HW 82  
-80572

SUMMARY OF THE EMPLOYEE FITNESS PROJECT REPORT, 1978

©Published by authority of the Minister  
responsible for Fitness and Amateur Sport



This is a summary of the Final Report submitted to Fitness and Amateur Sport by the Canadian Public Health Association in 1979. The 1978 national summer project on Employee Fitness was a co-operative venture by CPHA, Fitness Canada and the Summer Job Corps Program, Canada Employment and Immigration.

Fitness Canada, Ottawa, 1980

## CONTENTS

	<u>Page</u>
INTRODUCTION	1
BACKGROUND	2
THE PROGRAM	6
EVALUATION	17
SUMMARY	18
APPENDICES	20

© Minister of Supply and Services Canada 1980

Cat. No. H 93-58/1980E

ISBN 0-662-11104-4

## INTRODUCTION

Across Canada, more and more businesses are recognizing both the corporate and personal benefits of physical fitness. Employee fitness programs in North America and Europe have verified that increased fitness results in better health and a heightened feeling of well-being, which leads to higher productivity, reduced absenteeism, and deeper commitment to the company.<sup>1</sup> The place of work is a logical location for programs aimed at helping people become healthy and fit and encouraging them to stay that way. During an eight-hour workday, employees are often more willing to participate in fitness programs there than during their leisure hours at home.

A recent federal pilot project involving two life insurance companies in Toronto clearly demonstrated the effectiveness of a large-scale professionally designed employee fitness program.<sup>2</sup> Many organizations however, may not be ready initially to build a full complement of facilities and undertake a complete program.

With this in mind, Fitness Canada initiated an innovative summer project designed to develop, implement and evaluate a lifestyle awareness campaign and basic fitness program in a variety of work places.

Fifty-one Canadian businesses participated in the CPHA Summer 1978 Employee Fitness Project. The project was co-ordinated by the Canadian Public Health Association (CPHA) and Fitness Canada, Fitness and Amateur Sport. Physical education students, sponsored by the Summer Job Corps Program of Employment and Immigration, trained by Fitness Canada and supervised by CPHA, presented the program on-site and provided details on its operation. A final report on the content and results of the project was published in late 1978. This summary highlights the program aspects and major facts presented in that report.

---

<sup>1</sup>Employee Fitness Manual - see Appendix D

<sup>2</sup>Employee Fitness and Lifestyle Project, Toronto 1977/78 - see Appendix D.

## BACKGROUND

### Program Design

The impetus for the 1978 CPHA Employee Fitness Project resulted from a previous summer program, "The Standardized Test of Fitness Project", while its design evolved mainly through the experience of another project designed by Fitness Canada, "Employee Fitness and Lifestyle Project", conducted in Toronto.

### Standardized Test of Fitness Project

In the summer of 1977, 52 Canadian businesses participated in an employee fitness testing project sponsored co-operatively by CPHA, Fitness Canada, and the Summer Job Corps Program of Canada Employment and Immigration. Over 10 000 adults underwent a complete fitness appraisal which utilized the Standardized Test of Fitness (STF) protocol, a battery of fitness tests proposed by an advisory council of experts and produced by Fitness Canada. The STF was shown to be a reliable procedure in the measure of adult fitness and test results were tabulated to establish performance norms for the adult working population.

Unexpectedly, nearly all of the participating employee groups requested more information on employee fitness and expressed an interest in developing some kind of fitness program. In response to this interest, the 1978 CPHA project was designed to initiate a basic yet innovative, lifestyle and fitness campaign.

### Employee Fitness and Lifestyle Project, Toronto

Between September 1977 and June 1978, a model employee fitness and research project was conducted at two Toronto sites: the Canada Life Assurance Company as the experimental centre and the North America Life Assurance Company as the control centre. At the experimental centre an integrated program emphasized and promoted the benefits of a healthy lifestyle while providing specific fitness opportunities such as testing and a variety of group fitness classes. This combined approach was highly successful, as evidenced by participation rates consistently approaching 50 per cent of all employees.<sup>3</sup>

Since the 1978 CPHA project would employ student leaders for a 14-week period only, and because facilities were limited in most locations, it was not feasible to implement a full-scale employee fitness program. Thus, it was decided to focus on fitness promotion and a lifestyle awareness campaign similar to that used at the Canada Life Assurance Company.

---

<sup>3</sup>Employee Fitness and Lifestyle Project, Toronto 1977/78.  
See Appendix D.

CPHA Employee Fitness Program, Summer 1978

The program designed by Fitness Canada for the 1978 summer project aimed at enhancing awareness of the value of a healthy lifestyle and providing basic fitness activities including testing. It centred on six basic components, outlined in Table 1. Within the broad context of each of these components, 10 activities were identified as essential to the development of a basic (no facilities) program. Each student employee was expected to initiate these required activities and encouraged to implement additional activities as appropriate in their situation. All aspects of the program were to be evaluated and documented in order to provide information for other Canadian organizations wishing to begin a modest employee fitness program.

Table 1

Program Components and Required Activities

Components	Required Activities
On-site Organization	<ul style="list-style-type: none"><li>- Set up an advisory committee</li><li>- Survey existing facilities</li></ul>
Program Promotion	<ul style="list-style-type: none"><li>- Use of the promotion kit</li><li>- Circulate a newsletter</li></ul>
Fitness and Lifestyle Awareness	<ul style="list-style-type: none"><li>- Develop an awareness campaign</li><li>- Produce a community resource brochure</li></ul>
Fitness and Health Education	<ul style="list-style-type: none"><li>- Provide basic educational information on selected topics</li></ul>
The Exercise Break	<ul style="list-style-type: none"><li>- Conduct on an experimental basis</li></ul>
Fitness Assessment and Counselling	<ul style="list-style-type: none"><li>- Conduct at least one-half day a week</li></ul>
Group Participation Events	<ul style="list-style-type: none"><li>- Initiate a walking program</li></ul>

## Project Administration

### Project Responsibilities

Project responsibilities were agreed on as follows:

#### Canadian Public Health Association

- select the project sites
- appoint a National Co-ordinator to be responsible for the over-all administration of the project
- recruit the staff and supervise their activities
- develop a media-relations program to promote the project
- evaluate and document the project

#### Fitness Canada

- design the program
- train the staff
- supply necessary equipment and resources
- monitor the program and provide guidance to all aspects of the program through a staff liaison person

#### Summer Job Corps

- provide funds for student staff salaries

### Participating Organizations

Fifty-one organizations, 22 of whom had taken part in the 1977 project, agreed to participate. They represented both the private and public sector, ranged in size from 150 to 6 500 employees and were located as follows:

Atlantic region	- 7 sites
Quebec region	- 12 sites
Ontario region	- 14 sites
Prairies region	- 11 sites
Pacific region	- 7 sites

Potential participants were advised that the project would provide all manpower, resource material and testing equipment; and that all programs would be conducted outside company time, with the exception of an hour required to administer the STF to a selected number of employees. The organizations were asked to provide working space for the student employees, and to appoint a liaison person to work with the project staff. For further details and listing of the sites involved, see Appendices A and B.

### Project Personnel

A regional co-ordinator was appointed in each region to co-ordinate and evaluate the program in that area, respond to enquiries from the public and liaise between CPHA, the project sites, Fitness Canada and the students. They in turn hired student leaders, physical education graduates with program experience, who hired the student employees and supervised program operation in their area.

Student employees were required to have at least three years of post-secondary education in physical education and health, some experience in fitness programming, and knowledge of the lifestyle factors conducive to good health. As well they were expected to exemplify the type of lifestyle recommended. Their duties included: conducting the fitness and lifestyle awareness campaign at the project site, assessing employee and employer response to program components, and making suggestions for revisions. For further details and listing of Executive Personnel, see Appendix C.

### Training of Personnel

Five regional workshops were conducted by Fitness Canada staff and the regional co-ordinators. These training clinics prepared the Student Employees for their unique role as a fitness leader at the place of work and outlined the administrative and evaluative aspects of the project. Fitness Canada provided a training manual containing information on the basic program components and guidelines for their implementation. Practical sessions on program planning and presentation were featured during each clinic and all the students were certified in the techniques of cardio-pulmonary resuscitation (CPR).

Once the student employees moved on-site, support and guidance was provided by the student leaders, regional co-ordinators and Fitness Canada staff.

## THE PROGRAM

### Program Initiation

Following the training clinics, the 51 student employees reported to their assigned project sites, ready to initiate an employee fitness awareness campaign. They were assisted by the company's liaison person, usually a member of the personnel department (at 52 per cent of the sites) or an occupational health employee (28 per cent).

In order to make the best use of the time available and to ensure uniformity in the project, a schedule which included a suggested sequence for introducing the basic components, was developed (Table 2). This schedule was designed primarily as a guide, and deviation was allowed, depending on the needs of the particular company or employee group. Variations in the facilities and opportunities available at the project sites challenged the students to adapt their programs in innovative and creative ways.

Table 2

#### Suggested Program Initiation Schedule

Week	Activity	Schedule Guidelines
1	On-site organization <ul style="list-style-type: none"><li>- advisory committee</li><li>- survey existing facilities</li></ul> Promotion <ul style="list-style-type: none"><li>- bulletin board and posters</li></ul> Fitness and Lifestyle Awareness <ul style="list-style-type: none"><li>- film</li></ul>	regular meetings throughout project repeat at end of project  update regularly throughout project  suggest one film every 3 weeks
2	Promotion <ul style="list-style-type: none"><li>- distribute flyers</li><li>- promotion kit</li><li>- prepare newsletter</li></ul>	regular use throughout project use at least once
3	Promotion <ul style="list-style-type: none"><li>- distribute newsletter</li></ul> Exercise Break <ul style="list-style-type: none"><li>- initiate pilot project</li></ul> Group Participation Events <ul style="list-style-type: none"><li>- stair climbing promotion</li></ul>	suggest publication every 3 to 4 weeks  2 weeks  continue for duration of project

Table 2 (Cont'd)

Suggested Program Initiation Schedule

Week	Activity	Schedule Guidelines
4	Fitness and Lifestyle Awareness	
	- sponsor mini-workshop	suggest holding a workshop every 2 or 3 weeks
	Fitness and Health Education	
	- promote one focus	new focus every 2 weeks for duration
	- initiate library loan program	
	Fitness Assessment	
	- schedule tests	1 week
	Participation Events	
	- initiate walking program	for duration of project
5	Awareness	
	- distribute Resource Brochure	use as counselling aid for duration of project
	Exercise Break	
	- evaluate pilot and present to management	1 week
	- begin to train volunteer leaders	2 weeks
	Assessment	
	- initiate testing and counselling	approximately one day a week for duration of project
	Participation Events	
	- cycling, or jogging	as appropriate
	- group fitness class or other programs as appropriate	ongoing

On-site Organization

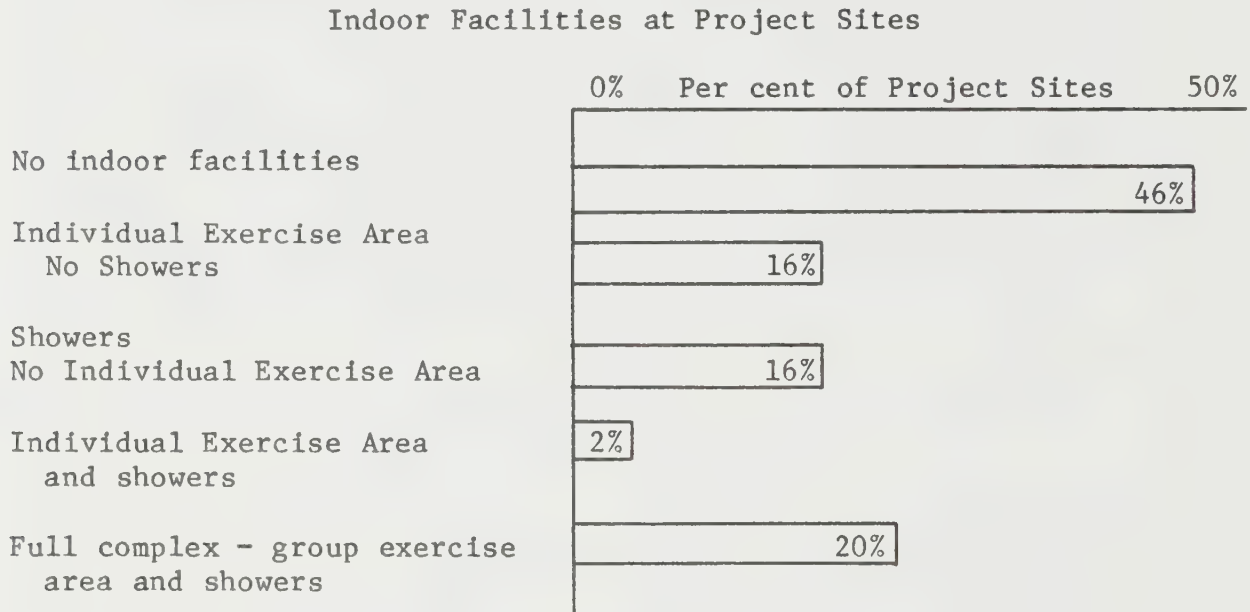
The advisory committee included representatives from management, unions, employees, occupational health, personnel, public relations and recreation committees and was set up to assist with the following:

- policy making on the application of the program
- program planning, promotion and evaluation
- identification of accessible facilities
- the provision of legal and budgetary guidelines

Most of the committees were operational within the first two weeks of the project and remained active throughout the summer. Twenty-two of the committees planned to continue meeting after the project had ended.

A survey of existing facilities was undertaken in order to plan program events. Outdoor areas suitable for some type of group exercise activity were available at 57 per cent of the sites. Figure 1 indicates the wide range of indoor facilities encountered. Sixteen per cent of the organizations had some exercise equipment during the project. Lounges and cafeterias were reserved for speakers and films; surrounding outdoor areas were mapped and marked off in preparation for walking and jogging programs.

Figure 1



Program Promotion

Creative and strategic promotion is the key to any successful awareness campaign and the linking factor for other program components. The student employees utilized a wide variety of promotional methods to introduce the project, announce events, provide educational information and reinforce participation (Table 3).

Table 3

Promotion Methods

Method	Number of Sites
Newsletters	47
Bulletin boards	46
Posters	46
Flyers and announcements	45
Other	27

Each student made use of the Employee Fitness Promotion Kit,<sup>4</sup> a slide presentation with accompanying narrative, which was developed by Fitness Canada to demonstrate:

- the benefits of physical fitness;
- the value of employee fitness programs, viewed as both a financial and a human investment;
- that employee fitness programs are both feasible and practical.

The promotion kit was viewed by a variety of groups including the advisory committee, other members of management, employees, the occupational health department, and the recreation committee. The student employees evaluated the kit for Fitness Canada and made suggestions for its improvement. They reported that the kit was generally well-received, and most effective with management and union audiences.

Most of the student employees published and distributed a bi-monthly NEWSLETTER. They were produced on-site and were usually several pages long; some were printed, the remainder photocopied. Generally newsletters were distributed by internal company mail or by hand, although some were sent by external mail or inserted in pay envelopes.

#### Fitness and Lifestyle Awareness

Activities aimed at enhancing awareness of the value of a healthy lifestyle were a requirement of the project. Student employees used a variety of techniques in mounting such a campaign (Table 4), usually emphasizing the current health education focus.

Table 4

#### Lifestyle Awareness Campaign Techniques

Event	Presentations	Participants
Films	329	8 315
Speakers	166	2 386
Workshops	48	596
Seminars	63	914
Demonstrations	30	1 025
Others	36	1 602

---

<sup>4</sup>The PROMOTION KIT is available on a loan basis from Fitness Canada. See Appendix D for ordering information.

Sets of educational films<sup>5</sup> were distributed to each of the regional co-ordinators who scheduled them for informal viewings or for lectures and seminars at each site.

Guest speakers dealt with such topics as smoking, stress, alcohol and family fitness. Most popular were sessions on fitness participation, nutrition and the healthy heart.

Depending on the initiative of the student and the facilities and resources available to them, additional programs were offered. Seminars and discussions on fitness and lifestyle topics were organized. Popular workshops included: proper footwear for running, exercises to prevent and relieve low back pain, and diet counselling. In some locations, on-site demonstrations of sports equipment, judo and jazz dancing were held.

To increase awareness of other fitness opportunities available to the employee and his family and to encourage the use of community recreation and fitness programs, each student leader produced a community resource brochure, outlining and evaluating community fitness programs. This proved valuable for both the employees and the student leaders who were thus able to establish contacts in the community and make appropriate referrals to specific programs.

#### Exercise Break

An exercise break is a series of light exercises performed to music in the office or workplace. The only equipment needed is a tape recorder; no special clothing is required. Though not intended as a substitute for a full fitness workout, it serves to stimulate circulation, improve flexibility, and increase awareness of the need for daily physical activity. The student employees were trained to lead such breaks, using the Exercise Break package<sup>6</sup> designed and produced by Fitness Canada.

To introduce this innovative concept, the leaders initiated a pilot program in 35 of the 51 sites. Those organizations that did not participate were mainly heavy industries where staggered work-breaks made it inconvenient to gather a group of workers together. Most of the groups were composed of workers employed in light activity or sedentary jobs, with women between the ages of 20 and 40 being the most frequent participants. More than half of the companies gave their employees extra time from work to participate in a daily exercise break. The remainder used part of the employee morning or afternoon coffee break.

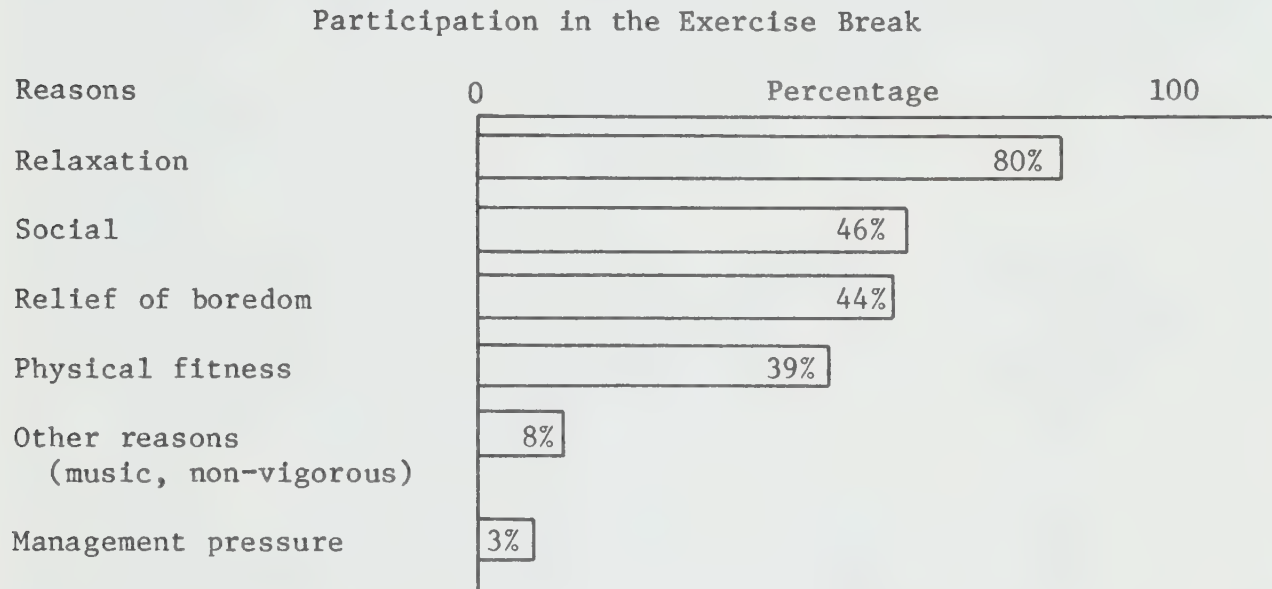
---

<sup>5</sup>For a description of the films used and information as to where they may be obtained, consult Appendix F.

<sup>6</sup>See Appendix D for information on ordering the Exercise Break.

When the pilot exercise breaks had been in progress for several weeks, selected participants were trained as volunteer leaders and all were asked to complete a questionnaire indicating their responses to the break. Reaction to the break concept was overwhelmingly positive. Some of the reasons for participating are indicated in Figure 2.

Figure 2



The student leaders were then able to report the results of the pilot program to management and present a rationale for introducing the exercise break in other locations within the organization. The acceptance of the program is indicated by the following:

- 83 per cent of the sites reported a favourable response (by management) to the pilot program;
- 73 per cent of the pilot program groups continued a daily exercise break with volunteer leaders;
- 58 per cent of the sites reported that exercise breaks began in additional locations within the organization.

#### Fitness and Health Education

To provide additional information and incentive for positive lifestyle change, the students were encouraged to develop an education plan focused on a series of fitness and health topics. Presentations, seminars and special events based on each topic were scheduled, usually during non-working hours. Newsletters, bulletins, posters and flyers were used to promote the educational focus. The students surveyed local community resources, bookstores and libraries to obtain

speakers, literature and films. For example, during Nutrition Week dietetic consultants were invited to speak, literature on the caloric and nutritional value of common foods was provided and, in some cases, cafeteria programs were designed to encourage sensible eating patterns.

To provide another educational resource, the student employees were encouraged to develop a Health Education Library. Free literature on fitness in general, and on specific topics such as running, weight training, hiking and weight control was obtained from federal, provincial and commercial sources. Books and magazines were collected and made available through a loan program, which allowed this more-limited material to circulate to the greatest number of interested workers. In some cases this latter material was purchased by the company, though more often it came from the student employees' personal libraries.

Some form of health education library already existed in 29 per cent of the project sites. New libraries were formed in another 65 per cent. Usually they were located in such central, accessible and easily supervised places as the student employees' office, the testing area, or occupational health office. Others were added to existing company libraries or were located in cafeterias and employee lounges.

Almost 1 600 visits to the health education libraries were recorded, an average of 48 per site. Over 70 per cent of the organizations expressed an intention to continue operating the library at the conclusion of the project.

#### Fitness Assessment and Counselling

Since the success of the Standardized Test of Fitness project in 1977 was instrumental in establishing the CPHA project, fitness testing and counselling were regarded as essential components in the 1978 program.

Fitness assessment serves a double purpose in an overall employee fitness program. First, it provides employees with basic information on their present fitness level, and serves as an incentive to try to improve that level. Secondly, the testing situation provides an ideal opportunity for the leader to meet potential members of a fitness program, to help them select an appropriate fitness routine, and to encourage their interest in making other lifestyle changes as well.

Fitness testing was the only aspect of the program requiring time off work. As the assessment required about one hour per employee, and as only a limited number could be tested during the project, this entailed an insignificant loss of working time. Fitness assessment programs were initiated at 49 of the 51 project sites on a one-day-a-week basis. Because of the positive response to the testing, however, in many cases more time was requested.



Over the summer 2 213 employees, an average of 47 per site, took the Standardized Test of Fitness<sup>7</sup> which includes measures of strength, flexibility, per cent body fat and cardio-respiratory fitness. Each individual received a record of personal results immediately after the test. These results were interpreted by the examiner; follow-up counselling and individual exercise prescriptions were given. Parts of the test were also used for demonstrations, and in group testing events.

The positive acceptance of the test procedure in 1978 further substantiated that the STF was a safe and reliable field test of fitness. In addition, almost all (92 per cent) of the student employees reported that the test package was an effective motivational tool and well-received by management. Of the participating organizations, 62 per cent planned to continue the program after the end of the project.

#### Group Participation Events

While the basic thrust of the 1978 project was a lifestyle awareness campaign, the intention was to provide opportunities for participation in group activities and events. The nature and scope of these events was dictated by the facilities available at the project site and the special interests of each employee group.

Walking, stair-climbing and bicycling programs which require no special facilities were encouraged because of the cardio-respiratory benefits they provide. Jogging programs and group fitness classes were also recommended, though these usually require at least access to shower and changing areas. Though group activities were scheduled for different times of the day, including "early-bird" classes before work and events during work hours, most programs were offered during lunch and after work.

Because of the universal availability and suitability of a walking program, this was a priority activity. An average of 35 people participated at each of the 23 sites which offered the program. The greatest turnout was 204 walkers, reported at the Department of Social Services and Community Health in Calgary. In many companies, competitions were held between various departments to see which could walk the greatest total distance.

Interdepartmental competition also became a part of many stair-climbing programs. These programs were initiated at 20 sites, averaging 140 persons per site. Saskatchewan Telecommunications had over 500 of its employees using the stairs.

---

<sup>7</sup>For information on the Standardized Test of Fitness package, see Appendix E.

In 14 companies, a bicycling program was used to promote cycling as an enjoyable fitness and recreational activity. Workshops, newsletters and posters discussed equipment selection and maintenance, bicycle safety, and the physiological benefits of cycling. At some sites cycling clubs sponsored weekend excursions and outings. Safe storage for bicycles was available at 54 per cent of the project sites.

Jogging programs were set up at 60 per cent of the project sites. As the project took place during the summer, much of the jogging was done outdoors. The student employees promoted the benefits of jogging for fitness and for weight control. They helped to set up clubs, and developed awards for covering given distances. An average of 19 persons per site participated in these programs and many of these people became regular joggers.

Despite the fact that group fitness classes require fitness facilities, which were minimal or absent at most of the sites, such classes were the most popular form of group activity. Due to the ingenuity of the students, outdoor and various indoor facilities were adapted to enable 68 per cent of the organizations to implement some form of group fitness class. An average of 19 persons took part in each of these classes.

A variety of other group activities were organized such as baseball, disco dancing and mini-olympics. Employees were obviously enthusiastic about group activity events, taking part in a total of 192 different events at work. There was no way of assessing how many others were motivated to become active on their own, or in programs away from their place of work. At the management level, 70 per cent reported positive acceptance of the concept of group fitness activities for their employees.

#### Facility Consultation

As so many of the organizations had expressed an interest in continuing some form of employee fitness program, the student employees were requested to arrange for a facility consultation with management. Though the project had demonstrated the feasibility of many fitness activities despite a lack of facilities, a more complete program requires that some basic facilities be located within the company. The student employees presented their advisory committees with information on desirable facilities, ranging from the addition of showers and change rooms to the installation of a complete fitness complex. Information on facility planning is contained in Employee Fitness and in Employee Physical Fitness Facilities - Design Recommendation List.<sup>8</sup>

---

<sup>8</sup>See Appendix D for more information.



## EVALUATION

The CPHA 1978 project was designed to evaluate the effectiveness and potential of a modest fitness and lifestyle awareness program at the place of work.

During the project, monitoring involved site visits by the student leaders and regional co-ordinators. As well, weekly and monthly reports were submitted to CPHA offices.

A comprehensive questionnaire was designed to measure the program relative to its:

- effect on management;
- effect on employees;
- effect on corporate attitudes toward employee fitness;
- value as an aid to fitness leaders developing employee fitness programs elsewhere.

In generalizing from the results of the analysis, the following limitations should be considered:

1. The evaluation was based on the subjective opinion of the 51 students.
2. The project sites were not randomly selected.
3. The short duration of the project limited the full development of many of the components of an employee fitness program.
4. Participation in the project was somewhat reduced as it was conducted in the summer when many employees are on leave or more involved in outdoor activities away from work.

On the other hand, the applicability of the results of the project was enhanced by the following:

1. Identical regional training sessions maximized the opportunity for identical program content at all project sites.
2. The participating organizations were representative of the distribution of work activities of Canadians.
3. Quality control of evaluation was accomplished through continual monitoring by the regional co-ordinators and CPHA.

## SUMMARY

The objective of the 1978 CPHA employee fitness project was to introduce the concept of a modest employee fitness program with primary emphasis on fitness and lifestyle awareness to a variety of Canadian businesses and industries; and to evaluate their response to that concept.

That response can be judged in two ways: the extent to which the organization and its employees participated during the project; and the number of organizations which planned to continue or expand employee fitness programs as a result of that participation.

The former has been documented throughout this summary. All across Canada, despite limited facilities and restricted budgets, employees took advantage of the opportunities the project presented to attend films and seminars, join in exercise breaks, take a fitness test, or start a walking program. The student employees reported favorable reaction from both management and employees to program tools such as the Promotion Kit, the "Exercise Break" and the Standardized Test of Fitness. They also noted enthusiastic participation in group activities. Seventy per cent of the organizations involved indicated a positive acceptance of the concept of employee fitness.

The impact of the project did not fade when the students left. More than 80 per cent of the organizations expressed an intention to pursue some form of employee fitness program either immediately or in the future. More than a third planned a full program with professional full or part-time staff. Another 38 per cent planned to continue one or more of the program components.

The project demonstrated that a low-cost, basic lifestyle awareness and fitness promotion program is both feasible and desirable in a variety of diversified organizations and businesses. Such a program was accomplished with limited facilities and leaders who were creative and well-trained yet relatively inexperienced in the workplace environment. It served to provide meaningful summer employment for physical education graduates and, indeed for some, turned into full-time positions.

The success of the 1978 CPHA project is largely due to the co-operative effort of all involved. A final tribute should be paid:

- to those agencies who sponsored, developed and initiated the project: the Canadian Public Health Association, Fitness Canada, and Summer Job Corps Program of the Department of Manpower and Immigration;

- to the regional co-ordinators, student leaders and student employees who lead the program with initiative and ability;
- to the organizations and their employees who offered their support and enthusiastic participation in the program.

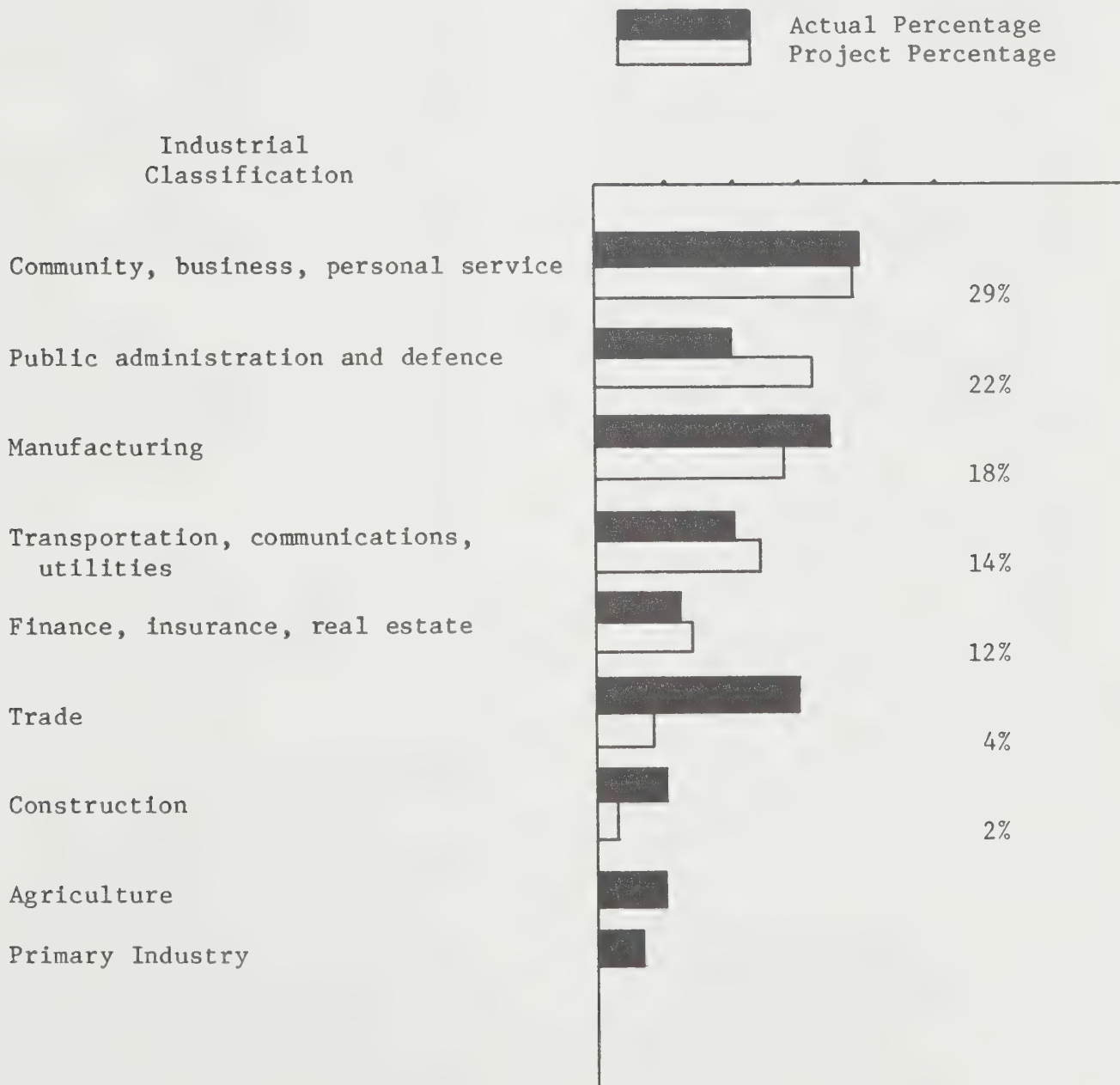


APPENDIX A

Selection of Project Sites

In an attempt to represent the wide variance in the Canadian labour force, site selection was based on several factors including: previous involvement in the 1977 project, regional distribution, industrial activity and number of employees. Distribution by industrial activity is outlined below. Except for a lack of project sites in agriculture and primary industry, the classification of project businesses and industries compares favorably with the actual distribution of Canadian industrial activity.

EMPLOYMENT IN CANADA BY INDUSTRIAL ACTIVITY



APPENDIX B

Participating Organizations

St. John's General Hospital,  
Health Sciences Complex,  
Forest Road,  
St. John's, Newfoundland  
A1A 1E5

Department of Health,  
Joseph Howe Building,  
P.O. Box 488,  
Halifax, Nova Scotia  
B3J 2R8

Department of Health,  
Box 3000  
Charlottetown, P.E.I.  
C1A 7P1

Docteur Georges L. Dumont  
Hospital,  
33 Archibald Street,  
Moncton, New Brunswick  
E1C 2Z3

Maritime Co-operative  
Services,  
123 Halifax Street,  
Moncton, New Brunswick  
E1C 3B3

Moncton City Hospital,  
135 MacBeth Avenue,  
Moncton, New Brunswick  
E1C 6Z8

Imperial Tobacco Limited,  
731 Bourget Street,  
Medical Centre,  
Montreal, Quebec  
H4C 2M6

Scott Paper Limited,  
Crabtree, Quebec  
J0K 1B0

Canadian Ingersoll-Rand  
Company Limited,  
375 Courcellette Street,  
P.O. Box 1500,  
Sherbrooke, Quebec  
J1H 5M3

Lowney's Limited,  
1 Avenue Lowney,  
Sherbrooke, Quebec  
J1M 1C7

New Brunswick Electric  
Power Commission,  
527 King Street,  
P.O. Box 200,  
Fredericton, New Brunswick  
E3B 1E7

Radio Canada,  
Canadian Union Building,  
2475 Boulevard Laurier,  
Ste-Foy, Quebec  
G1V 2X2

Alcan Aluminium Limited,  
Electrolysis and Chemistry,  
Oerstedt Street,  
Building 103,  
Arvida, Quebec  
G7S 3Z1

Bell Canada  
2155 rue Guy  
Montréal (Québec)  
H3H 2M8

Bell Canada  
1060 rue Université  
Montréal (Québec)

Commission des Accidents de  
Travail,  
Service de Communication  
P.O. Box 3,  
2 Desjardins Complex,  
East Tower, 27th Floor,  
Montreal, Quebec  
H5B 1H1

Appendix B (cont'd)

Dominion Textile Limited,  
250 Principale,  
Magog, Quebec  
J1X 1B3

Air Canada,  
Combined Services Building,  
Suite 201,  
Mirabel International Airport,  
Mirabel, Quebec  
J7N 1A4

Ministry of Transportation,  
Mirabel International Airport,  
Administration Building,  
2nd Floor,  
P.O. Box 1000,  
Mirabel, Quebec  
J7N 1A4

Campeau Corporation,  
2923 Baseline Road,  
Ottawa, Ontario  
K2H 8T5

Metropolitan Life Insurance  
Company,  
99 Bank Street,  
Health Services,  
Room 13B,  
Ottawa, Ontario  
K1P 5A3

Ottawa Civic Hospital,  
1053 Carling Avenue,  
Nurses Residence,  
Room G52,  
Ottawa, Ontario  
K1Y 4E9

Royal Ottawa Hospital,  
Environmental Services Building,  
1145 Carling Avenue,  
Office 313,  
Ottawa, Ontario  
K1Z 7K4

Ford Motor Company of Canada  
Limited,  
Canadian Road,  
Oakville, Ontario  
L6J 2A4

The Steel Co. of Canada Ltd.,  
Medical Department,  
General Office,  
Hamilton, Ontario  
L8N 3T1

Scarborough Centenary Hospital,  
c/o Administration,  
2867 Ellesmere Road,  
Scarborough, Ontario  
M1E 4B9

Canadian Broadcasting Corporation,  
P.O. Box 500,  
Terminal "A",  
Toronto, Ontario  
M5W 1E6

Toronto Eaton's Centre,  
790 Yonge Street,  
Toronto, Ontario,  
M6P 3L2

Dominion Life Insurance Company,  
111 Westmount Road S.,  
Waterloo, Ontario  
N2L 2L6

Regional Municipality of Waterloo,  
Health and Social Services  
Division,  
Marsland Centre,  
6th Floor,  
Waterloo, Ontario  
N2J 4B6

Victoria Hospital,  
Westminster Campus,  
London, Ontario  
N5Y 4V8

Chatham Public General Hospital,  
106 Emma Street,  
Chatham, Ontario  
N7L 1A8

Sudbury Memorial Hospital,  
c/o Administration,  
865 Regent Street South,  
Sudbury, Ontario  
P3E 3Y9

Appendix B (cont'd)

The Great West Life Assurance  
Company,  
60 Osborne Street North,  
Winnipeg, Manitoba  
R3C 3A5

NorWest Health & Social Services,  
103 - 61 Tyndall Avenue,  
Winnipeg, Manitoba  
R0X 2T4

Winnipeg Municipal Hospital,  
1 Morley Avenue East,  
Winnipeg, Manitoba  
R3L 2P4

Winnipeg Police Department and  
City of Winnipeg,  
2799 Roblin Boulevard,  
Winnipeg, Manitoba  
R3R 0B8

Saskatchewan Telecommunications,  
2350 Albert Street,  
Regina, Saskatchewan  
S4P 2V7

Saskatoon City Hall and Police  
Department,  
23rd Street & 3rd Avenue,  
Saskatoon, Saskatchewan.

Canadian Broadcasting Corporation,  
1724 Westmount Boulevard,  
Calgary, Alberta  
T2N 3G7

Northern Telecom,  
808 - 53rd Avenue N.E.,  
Calgary, Alberta  
T2E 6N9

Social Services & Community Health,  
Administration Building,  
10820 - 98 Avenue,  
Edmonton, Alberta  
T5K 0C8

University of Alberta Hospital,  
8440 - 112th Street,  
Edmonton, Alberta  
T6G 2B7

Department of Social Development,  
Government of the N.W.T.,  
Belanca Building,  
Yellowknife, N.W.T.  
X1A 2L9

Health & Welfare Canada,  
Vancouver Zone,  
814 Richards Street,  
Vancouver, British Columbia  
V6B 3A9

Insurance Corporation of B.C.,  
P.O. Box 11311,  
Royal Centre,  
Vancouver, British Columbia,  
V6E 3R4

McMillan Bloedel Limited,  
1075 West Georgia Street,  
Vancouver, British Columbia  
V6E 3R9

Royal Bank of Canada,  
1055 West Georgia Street,  
P.O. Box 11141,  
Vancouver, British Columbia  
V6E 3S5

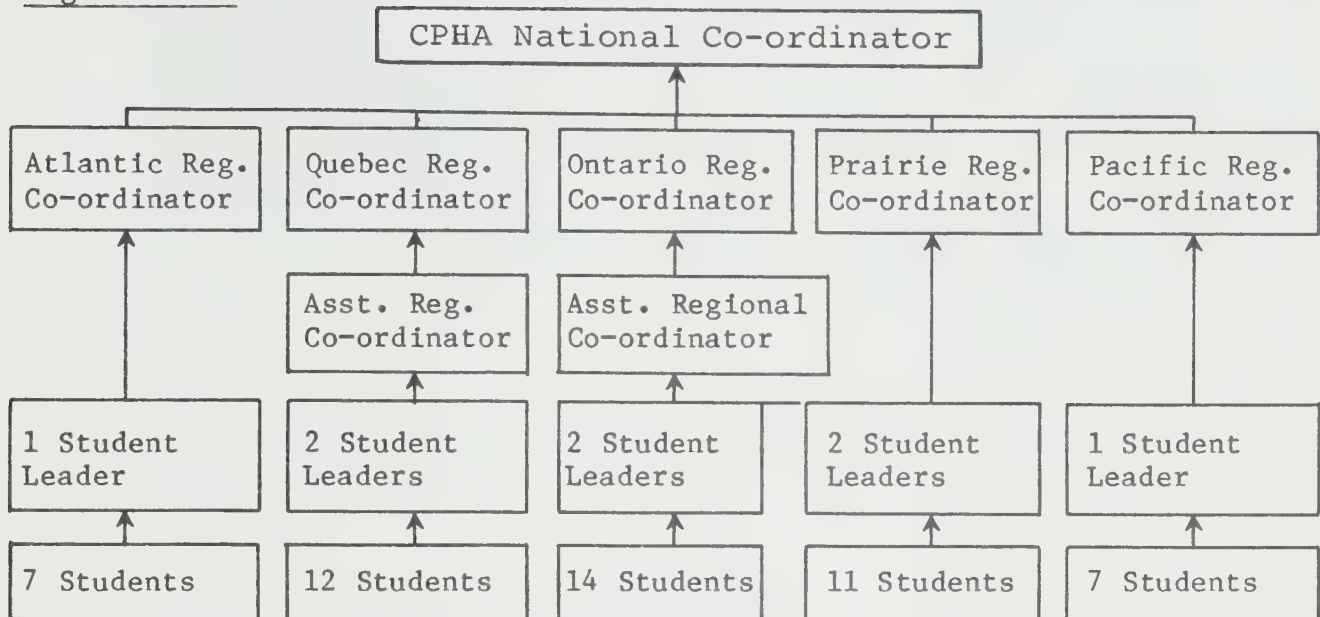
T. Eaton Company Limited,  
151 West Hastings Street,  
Vancouver, British Columbia  
V6B 1H4

The Workers' Compensation Board,  
5255 Heather Street,  
Vancouver, British Columbia  
V5Z 3L8

Glendale Lodge Hospital,  
4464 Markham Road,  
Box 4250, Station A,  
Victoria, British Columbia  
V8Z 5N3

Project Personnel

Organization



CPHA

Executive Director: Mr. Gerald H. Dafoe,  
Regional Co-ordinator: Miss Lynn Kelly,  
Canadian Public Health Association,  
1335 Carling Avenue, Suite 210,  
Ottawa, Ontario.

Administrative Assistant: Miss Monica Coady

Fitness Canada

Manager: Mr. Sandy Keir,  
Liaison Officer: Mr. Dan Slee,  
Fitness & Amateur Sport,  
365 Laurier Ave. W.,  
Ottawa, Ontario  
K1A 0X6

Regional Co-ordinators

Dr. Normand Gionet  
Département d'Éducation Physique  
Université de Moncton  
Moncton (Nouveau-Brunswick)

Mr. Gordon W. Stewart,  
439 Kipling Street,  
Victoria, British Columbia.

Appendix C (cont'd)

Dr. Ronald Ferguson  
Département d'Éducation Physique  
CEPSUM, site 7213  
Université de Montréal  
2100, boulevard Edouard Montpetit  
Montréal (Québec)

Dr. Luc Léger  
6400 Des Jalesnes  
Anjou (Québec)

Dr. Mike Sharratt,  
Department of Kinesiology,  
P.A.C. Building,  
University of Waterloo,  
Waterloo, Ontario.

Mr. John Vander Doeien,  
Kinesiology Department,  
P.A.C. Building,  
University of Waterloo,  
Waterloo, Ontario.

Dr. Vic Corroll,  
School of Physical Education,  
R108 Frank Kennedy P.E.  
Centre,  
University of Manitoba  
Winnipeg, Manitoba.

Employee Fitness Resources, 1980

Planning Materials

1. Employee Fitness and Lifestyle Project - Toronto 1977/78 - Comprehensive report on program portion of research project conducted at Canada Life Assurance Co. Single copies available to business representative or occupational health personnel.
2. Final Report - CPHA Employee Fitness Project 1978 - Description of employee fitness and lifestyle awareness programs conducted in 52 businesses across Canada in the summer of 1978. Single copies available to business representative or occupational health personnel.
3. Employee Fitness Promotion Kit - Script and slides for presentation to managerial and employee groups about the benefits of employee fitness programs. Available on loan only, for four-week period.
4. Employee Fitness Manual - Includes rationale and guidelines for implementing employee fitness programs. From: Department of Supply and Services, Printing and Publishing, Ottawa, Ontario K1A 0S9. Cost: \$3.50.
5. Employee Physical Fitness Facilities - Recommendations and guidelines for companies planning to construct or renovate facilities for employee fitness programs. From: Health Standards Directorate, Health Programs Branch, Department of National Health and Welfare, Ottawa, Ontario K1A 1B4. No charge.

Support Material for Establishing Programs

6. Exercise Break - Cassette of music and accompanying handbook of light exercises, suitable for use in the workplace. Single package available to employee group or leader.
7. Promotional/Educational Material  
  
Including: posters "Fitness Is", "Energy Balance" and "Target Heart Rate",  
  
pamphlets on Aerobics, Exercise at the Office, Weight Control, Heart Rate, Prescription for Physical Activity; booklet "Health and Fitness"
8. Standardized Test of Fitness - Single copy to leader conducting full battery of tests.

Appendix D (cont'd)

9. Circuit Training to Music - Self-contained exercise class to music. Single copy per agency.

All of above, except 4 and 5, distributed in Canada, no charge, by

FITNESS CANADA,  
365 Laurier Avenue West,  
Ottawa, Ontario  
K1A 0X6

APPENDIX E

Standardized Test of Fitness Package Description

The Standardized Test of Fitness package, consisting of a cassette, operations manual, norms and Percentile Scores booklet, Aerobic Calculator, and Assessment Reports (not to exceed 100) was developed to assist examiners in administering this battery of tests of physical fitness.

An individual package is available from the Fitness and Amateur Sport Branch at no charge to the following:

Health/medical professionals, physical educators, fitness leaders and employee fitness personnel, involved in fitness testing.

The Test Protocol entails the following:

<u>Test-Item</u>	<u>Procedure</u>	<u>Equipment Required</u>
Cardio-Respiratory Endurance	Canadian Home Fitness Test (3 stage Step Test)	Taperecorder or record player, Stepping Bench, Stethoscope
Blood Pressure	Indirect Auscultatory B.P.	Sphygmomanometer
Per cent Body Fat	Four Skinfold Sites	Fat Calipers (Harpender)
Flexibility	Modified Sit & Reach	Flexometer (Wells & Dillon)
Strength	Hand-Grip Strength	Hand Dynamometer
Muscular Endurance	Push-ups, Sit-ups	Stoelting)
Anthropometry	Height, Weight, Girths	Floor mats Tape measure, Spring- scale (Seca)

NOTE: At this time the package: - is not for sale  
- is not available to students  
- will not be supplied in a quantity  
greater than one.

WRITE TO: Standardized Test of Fitness,  
Fitness Canada,  
365 Laurier Avenue West,  
Ottawa, Ontario  
K1A 0X6

APPENDIX F

Films Used in the CPHA Project

1. I Feel Fine

13 min., 18 sec., colour, 1975.

106C 0174 655. Free loan basis from local/regional National Film Board office

- presents the rationale and strategy for developing a fitness program for post office employees in the federal government's Confederation Heights complex, Ottawa
- exemplifies a successful fitness program at the place of work. General appeal to both management and employee groups

2. Feelin' Great

21 min., 28 sec., colour, 1974.

106C 0173 655. Free loan basis from local/regional National Film Board office

- describes Canadians enjoying physically active lifestyles and gives general information about the physiological benefits of physical fitness
- well suited as an introductory film for general audience. Assists in promoting positive lifestyle behaviour

3. Your Move

22 min., 35 sec., colour, 1974.

106C 0.73 628 - local/regional National Film Board office

- this film is a persuasive appeal, encouraging women to participate in regular physical activity

4. Run Dick, Run Jane

20 minutes, colour, 1974.

- describes the benefits of aerobic fitness activities. Physiological concepts are presented in laymen's terms with appropriate examples
- good for audiences specifically interested in beginning or continuing fitness programs

Appendix F (cont'd)

- available from local public libraries or

International Tele-Film Enterprises  
221 Victoria Street  
Toronto 205 Phone: 362-2321

The Canadian Film Institute  
303 Richmond Road  
Ottawa K1Z 6X3

